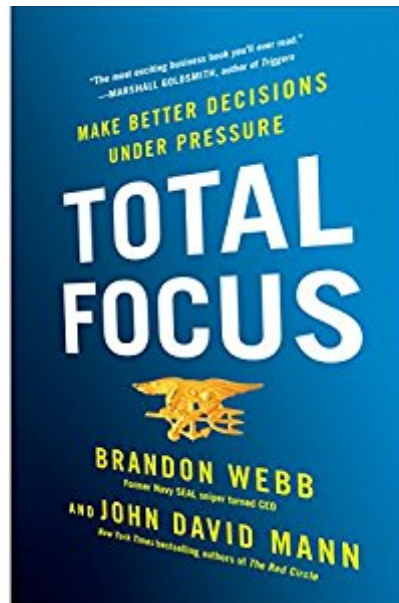




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Total Focus: Making Better Decisions Under Pressure



Synopsis

A former Navy SEAL sniper turned media CEO and New York Times best-selling author teaches business leaders how to make the best decisions under pressure. Over his four deployments as a Navy SEAL sniper, Brandon Webb learned all about performing while experiencing heart-pounding stress. After returning to civilian life, he started his first business venture - and failed miserably. He realized that his big mistake was neglecting to apply what he already knew about focus under pressure. By drawing on the lessons of his SEAL training and early business struggles, Webb went on to build a second business, a media network called Hurricane, which today has an audience of millions and a valuation over \$100 million. Now Webb deconstructs the decision-making DNA of the most effective snipers and shows you how to develop the same mental acuity in civilian life. Drawing on stories from his own experiences and those of other Special Operations warriors and great entrepreneurs, like Solomon Choi of 16 Handles, Matt Meeker of BarkBox, and Betsy Morgan of The Huffington Post and TheBlaze, he teaches you how to have total situational awareness to stay out of danger and adapt to changing circumstances, to avoid the trap of overanalysis, and to understand that pain is temporary and learning is priceless. By following in the path of a generation of legendary snipers, you'll find the clarity of mind you need to make key decisions and accomplish your mission, whatever it takes.

Book Information

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Customer Reviews

I really enjoy how people like Brandon Webb and Jocko Willink and Leif Babin can relate spec op

experience towards not only business but life in general.

Lots of 5-star reviews from people that didn't actually purchase the book. Hmmm, how does that happen? How many of you 5-star reviewers got this text?

Do your research, the author lies about many of their accomplishments and the book offers nothing different from any other "SEAL" book.

Outstanding read with great insights from former Navy SEAL Brandon Webb on what it takes to be successful.

Here's the problem. There's a right way and a wrong way to do things. Sometimes this is very difficult to define, but it's something that we can easily discern. Becoming a SEAL is a privilege earned through very hard work that entails responsibility and duty. The problem with Brandon is that he doesn't understand it was a privilege and nor does he comprehend his duty. His books essentially prostitute the Trident. There's a right way and a wrong way to recount your SEAL experience, and Brandon does it ALL wrong. His total focus is on self and compromising principles for money. He has a total lack of focus on what the Teams were and are all about. And that is sad. As a Navy SEAL myself, I cannot recommend his books. Sorry. Wish Brandon Webb would have a Total Focus on true honor, courage and commitment.

Nothing original. I was very disappointed with this book. It was a typical self -help book that you can get anywhere but it was sprinkled with some of author's Navy Seal experience to certain topics. Do not waste your money.

I have read all of Brandon's books and this one takes his Navy Seal experience and knowledge into our everyday business life. Most of us have never fought on the battlefield in the Middle East but we battle everyday in the workplace. My favorite chapter is the One Team, One fight that gives valuable advice on customer loyalty, choosing a business partner and giving back. If you are an entrepreneur or struggling to succeed as an employee; this book is for you. Bravo Mr. Webb and thank you for your years of service!

Noticing the one star reviews by non-verified purchasers all follow a similar line of attack. Not on the

book, which none of them have read, but personal attacks on the author himself. Casual readers should know that these attacks are directed by another ex SEAL who "sold out his Trident" himself writing a book which failed to do well and now follows Webb around like an jilted and emotionally compromised 13 yr old girl using his followers to go after Webb in a dirty, calculated and underhanded way, which is entirely in keeping with the generally unstable and unreliable reputation of this guy while he was on the teams. I've had run ins with this guy on line previously where he threatened to kill me. His name is Chris Osman. Full disclosure. I know Webb personally, I received an advanced copy of the book which I have not finished yet to write a review myself.

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